

Open Winter Makes Automobile Industry Lively

LOUIS ANSWERS SONG OF MOTORS

Chevrolet Apparently Cannot Keep Away From the Auto Racing Game.

FAMOUS PILOT MAY WEAR BUCK TIGS IN BIG EVENT

Thirty Cars Expected to Leave Wire When Starter Pulls the Trigger.

By Leased Wire to The Tribune. INDIANAPOLIS, Ind., Jan. 28.—The lure of gold and glory is proving too strong for another of the great champions who had dropped from the limelight in the world of sport and announced his voluntary retirement from the hazardous motor racing game. The last of these past masters who will try to "come back" is Louis Chevrolet, the famous Franco-Swiss pilot of racing automobiles, who has, until recently, held the road race record of America and who sprang into sudden fame by winning the Cobb trophy over the Crown Point course in Indiana in the 1909 season.

Chevrolet in Buick Togs.

Chevrolet, according to persistent rumor, will don Buick racing togs again this year for one event, that being the 300-mile international sweepstakes race on the Indianapolis motor speedway. Memorial day. The offer of \$25,000 in gold, with a capital prize of \$10,000 to the winner of the classic, has proven too much for the daring Chevrolet, and despite his thrilling experience in the Vanderbilt cup race last October, when his car left the course and dashed through the fence, killing his mechanic, it is given out on good authority that Chevrolet will be seen on the Indianapolis track in May.

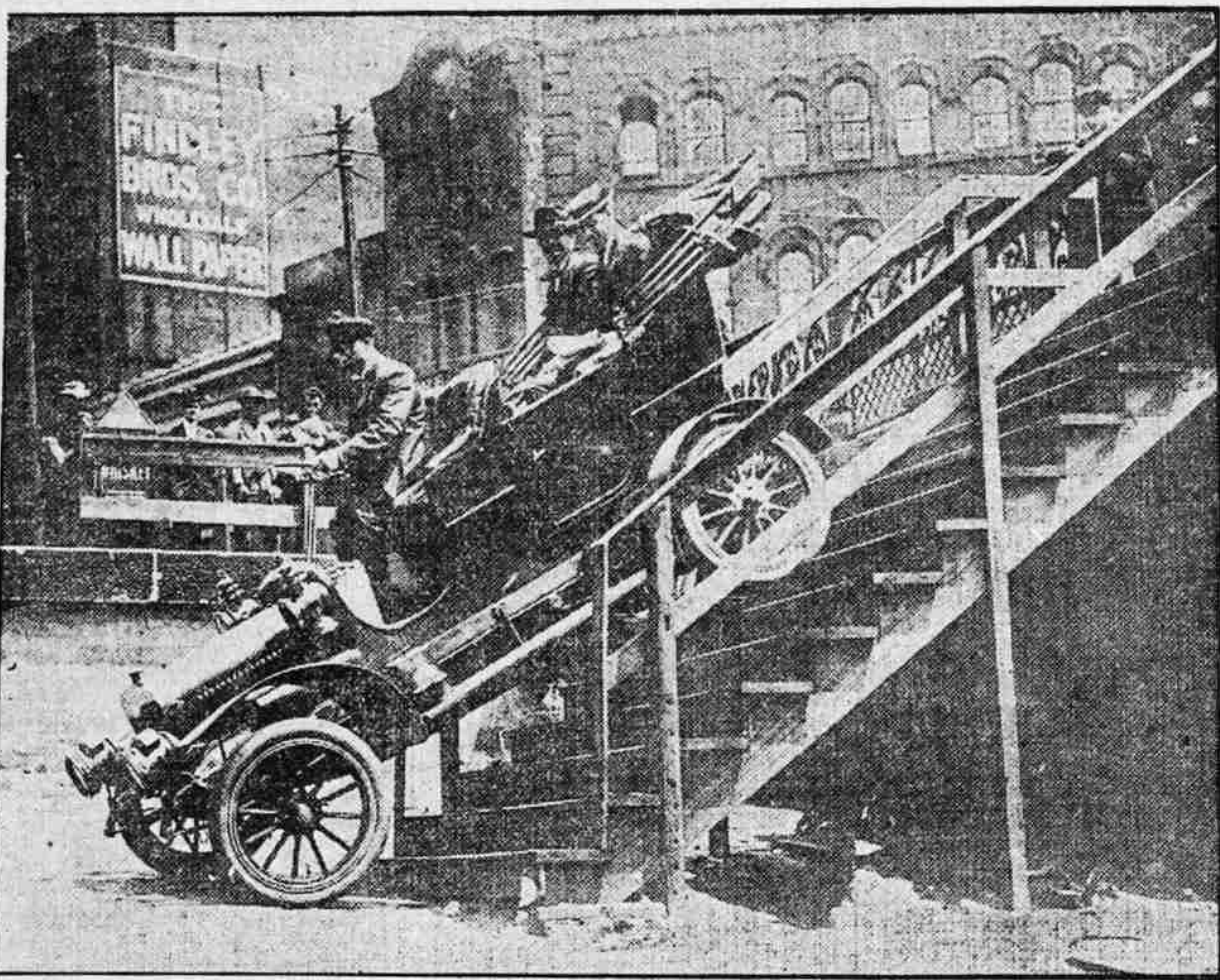
Thirty Cars May Enter.

"Wild Bob" Burman and Arthur Chevrolet, the other Buick drivers, will be entered in the 500-mile drive. The speedway promoters are confident now that at least thirty of the master creations of the motor makers will leave the wire when Starter Wagner pulls the trigger next Memorial day. Six entries have been made so far. The first was the famous Lewis Strang, who will pilot a Case car. He is captain and manager of the Case team and has announced his intention of bringing the other drivers, Jones and Larsson, with their speed vehicles.

Two Distinct Models.

For the season of 1911 the Pope Manufacturing company offers two distinct Pope-Hartford models, a 50-horsepower, four-cylinder car with a wheel base of 124 inches, and a new six-cylinder, seven-passenger model with a wheel base of 134 inches. Pony tonneau and roadsters in both models are also furnished.

Proving Remarkable Strength of Great Friction-Driven Cartcar



COMPLETE LINE OF STODDARDS IN TOWN

Manager Sam Shorman Tells of the Features of Various New Models.

"Connoisseurs who have seen the new 1911 Stoddard-Dayton pronounce the company's product as the 'most complete line made.' President C. G. Stoddard of the Dayton Motor Car company determined to make his line for 1911 so complete that a prospective purchaser could not help being satisfied with some one model which the concern offers for the ensuing year," said Manager Sam Shorman of the Salt Lake agency Saturday.

The Stoddard-Dayton fifty chassis, with cylinders 65 1/2 inches and a wheel base of 130 inches, is equipped as a seven-passenger touring car of either fore-door or regular design, a seven-passenger limousine of either fore-door or regular design, a seven-passenger landaulet and as a five-passenger torpedo. The 50-horsepower motor is also mounted in the same chassis, but reduced to 120-inch wheel base and is equipped as either a five-passenger touring roadster, a four-passenger baby tonneau, a three-passenger roadster or as a three-passenger roadster to which extra seats may be added. There is also a special chassis of 106-inch wheel base equipped with a speedster, two-passenger body of very rakish design.

"The Stoddard-Dayton forty, which year been increased to 120-inch wheel base and equipped as a five-passenger touring car of either fore-door or regular design, a four-passenger roadster, a four-passenger

baby tonneau, a four-passenger torpedo; a two-passenger semi-tonneau and as a roadster for two passengers, but which may be further equipped with rear seats for three or four persons.

"The thirty-horsepower chassis," with cylinders 41 1/2 inches and a wheel base of 114 inches and is equipped as a five-passenger touring car of either fore-door or regular design, a seven-passenger limousine, a seven-passenger landaulet, a four-passenger coupe, a four-passenger touring roadster, a two-passenger semi-tonneau and as a roadster which may be equipped with rear seats for three or four passengers.

"The twenty-horsepower chassis," with cylinders 37 1/2 inches and a wheel base of 106 inches, is equipped as a five-passenger touring car and as a four-passenger touring roadster.

"In the forty and fifty-horsepower Stoddard-Dayton the double-ignition system of Bosch D4 magneto and the Bosch battery is used. There are two sets of spark plugs upon opposite sides of the motor."

BRISCOE TALKS ABOUT NEW AUTOMOBILE PRICES

President Benjamin Briscoe of the United States Motor company makes the following interesting statement regarding the new prices:

"This readjustment of values is the logical result of the original plan, policy and ideal to which the United States Motor company owes its birth. Patiently and persistently we have worked to this end, always seeking to increase the efficiency of our organization, to improve the quality of our product, and ideal to which the United States Motor company owes its birth. The attainment of an unquestioned leadership, because deserved."

"The United States Motor company is composed of eleven affiliated companies. It operates eighteen separate factories, with a combined floor space of forty-nine acres; it employs 14,000 skilled artisans and a corps of original investigators, the benefit of whose works is shared by all the companies alike. The individual genius who built up each successful affiliated company still directs it, but is spurred on by friendly rivalry to greater exertion."

"The product of these companies includes fifty-two different models—cars designed for every need, utility and pleasure; vehicles for passenger and freight carriage. They range in price from \$450 to \$850."

"We have conducted this getting ready process persistently and patiently. While others were cutting prices to dispose of old stock or left over cars, or to raise cash, we said nothing; we were not ready. We have now reached the point where the fruit of our effort could be given to the buyer without sacrificing the interest of our shareholders."

"We manufacture one-quarter of all the motor cars made in the United States and one-sixth of all the cars made in the world. We control all our manufacturing processes."

"We make a profit on these new prices. Had we needed to unload we would have announced them four months ago. We have no left over cars, no old stock to work up. As a matter of fact, our shipments for three months, ending November 30, were 57 1/2 per cent greater than for the same period in 1909. Over 95 per cent of our product is already contracted for, with deposits. Every indication points to a shortage of our cars this spring."

"Nevertheless, by basing our prices on a cost which is lowered by legitimate saving, made possible through the benefits of co-operative organization, we are establishing our company now and for all time in public confidence and earning the support which we expect always to retain."

FLYING MERKEL OFFERED IN THREE 1911 MODELS

Three models are the 1911 motorcycle offerings of the Merkel-Light Motor company of Pottstown, Pa., all of the models being the "Flying Merkel." The line includes a four-horsepower single, 30.46 cubic inches piston displacement and equipped with Bosch magneto; a six-horsepower twin, Bosch equipped, with 53.92 inches displacement, and a seven-horsepower twin, 60.92 cubic inches, Bosch equipped. All the models have V type belt drive, with Shamrock Gloria where rubber is preferred and Wata-Wata or Sparta where leather is chosen. The spring frame feature, which has been a distinguishing point of the Merkel, is contained in all the models, in practically the same form as used in 1910.

The everlasting girl question is easily and entirely solved by the insertion of a little "ad" in The Tribune. Bell phone 5200. Ind. 360.

BETTER ORGANIZED SPORT IS PROMISED

Motorcycle Racing Circuit Idea Gains in Popularity From Coast to Coast.

The racing circuit idea has invaded itself persistently from coast to coast. This movement toward a motorcycle racing circuit—or circuits—is the natural result of the growth of the motorcycle racing game, and is breaking out in many states.

There is no doubt that there will be better motorcycle racing next summer and it is equally certain that the sport will be better organized. The "circuit idea" is one step in this direction. The love of a good contest and a fast race is inherent in the American people. The motorcycle furnishes these. When it comes to speed, nothing on wheels has outrun the motorcycle for a distance of five miles or over.

One of the most recent suggestions for a motorcycle circuit is national in its scope. Those who are favoring the suggestion say that better fields and stronger meets would result.

The plan contemplates the Pacific coast as a starting point. There the Los Angeles motorcycle, the Playa del Rey "saucer" and the new Oakland track would form good ground for meets early in the year. Then there are tracks in Salt Lake City, where big meets are to be held this summer.

Indianapolis, with its motor speedway, and Chicago and Cleveland would figure in the middle west. In the east Buffalo, New York and Philadelphia are ready in the south there are good tracks at Atlanta, New Orleans, Dallas, Galveston and San Antonio.

The motorcycle riders of Iowa and Illinois have not waited for a national circuit, but have proceeded to do business on their own hook. At a meeting held recently in Rockford, Ill., the Illinois-Motorcycle Race Meet association was formed. A track meet is now in the progress of construction and a long road run from 600 to 1000 miles has been settled on for July 4. This run will start in Rockford, touching at Freeport, Warren, Dubuque and perhaps Peoria and Elgin, and ending at Chicago.

Texas has also joined in the circuit plan and has established a circuit for winter racing, with meeting points at San Antonio, Dallas and Houston.

FRANKLIN TRAVELS IN MONTANA'S COLD DAYS

Trips, with the thermometer 30 degrees below zero, have been made by a six-cylinder Franklin touring car operated near Helena, Mont., by the Stone & Webster Engineering corporation of Boston. The company is at present engaged in building a dam in Montana. The trip makes necessary the rapid transportation of engineers between points, and an automobile was adopted as the most feasible method.

Service with this Franklin began November 1, 1909, since when it has been driven 25,000 miles. The heat or cold of the country is failed to affect the car's air-cooled motor.

"The car," said C. G. Muhfeld, construction manager, "has given practical continuous service, at times under the most severe conditions, such as dusty roads, over frozen, slushy ground and in the snow. Some of the trip has been made with the thermometer some thirty degrees below zero."

The engineers find the air-cooled motor a serviceable type for their work. When hard roads would cause a water-cooled motor to overheat or where the excessive cold would freeze the radiator, their car does not trouble and is always ready for service.

OPEN WINTER CAUSES MOTORISTS MUCH JOY

"Over 50 per cent of the motor cars owned in this city have been used during the entire winter," declares Frank Botterell, of the Tom Botterell company. "This condition exists not only from the fact that the present winter has been remarkably mild and open, but because the local road conditions have been much improved by many miles of paving. This is the first winter that many cars have been in use here. In the past, at least 50 per cent of the local cars have been put up for the winter."

Botterell states that there has hardly been a day for the past three months but that a Pierce car has been driven to Bingham Canyon. The Independent Telephone company has used its Pierce car for running down line trouble in all sections of the state and even as far north as Preston, Idaho, in the worst weather and has had no serious trouble in following all its lines. Botterell says.

"Big Bill" Rishel Joins Sales Force of Sharman Company



W. D. RISHEL.

"The automobile game for me from now on," says "Big Bill" Rishel, the well-known Salt Lake sport writer, who begins his association with the sales and publicity departments of the Sharman Automobile company February 1. Rishel is an automobile booster heart and soul. He had immediate charge of the city's big motor show in the auditorium, which was one of the biggest and best shows of the kind ever attempted in the west. Last spring he was prominently connected with the automobile races here and was at the head of the midsummer hill climb.

Since his heroic effort in stopping a runaway touring car on State street and First South street some months ago, Rishel has become quite a driver and almost any day now he can be seen dashing along the avenues in some classy new motor vehicle.

The company with which "Big Bill" will be connected is one of the leading automobile concerns in the city.

MORE CAPABLE MEN NEEDED AS DRIVERS

Chauffeur Problem Bothers Car Owners and Persons Thinking of Buying.

"It is not overproduction of cars, but underproduction of capable men—that is needed is more good men—and next season, with the increased output of automobiles planned by several big concerns, capable drivers will be even scarcer," says H. A. Grant, a mechanical engineer of Tarrytown, N. Y., formerly advertising manager of the Maxwell-Briscoe Motor company, and later with the sales department of the United States Motor company.

Grant has had an excellent opportunity to judge these conditions during a three months' tour of the west, and says that many of the men he interviewed personally did not purchase cars simply because of the chauffeur problem, and many who already owned automobiles were laying them up for the same reason.

This condition is so easily remedied that Grant has prepared for free distribution a pamphlet outlining the possibilities of the automobile business for young men. Grant is a private motorist engaged in business at the Coffee Exchange building, New York, though formerly his name was linked with the Maxwell car.

FORD TIMES EDITOR ASKS CONTRIBUTIONS

Hereafter on the front and back covers of the Ford Times will be placed authentic photographs of the Ford car in some picturesque section of the country. The Ford Motor company has issued the request that all Ford owners will send in pictures of realistic scenes in which the Ford car is the central object, such as a mountain drive, a mountain, foreign travel views, hunting scenes, and so forth.

TRAIN OF DEATH IS LAID TO THIS AUTO

Guggenheim's Italian Car Lesson to Buy From Home Dealers.

Special to The Tribune. PORTLAND, Ore., Jan. 28.—Announcing his intention of taking his 1909 Italian automobile from Portland to New York and running it into the river, thereby ending the long and death, scandal, litigation and expense has followed it across the country, the Guggenheim, smelter magnate, is arranging a settlement with E. L. Fraley, this city, the present owner.

During the three years that Mr. Guggenheim has owned the high-priced Italian car, it has caused the death of a child, a wife followed by a husband, a sale in which the big automobile was in collision with a freight train, was materially damaged.

Robert Guggenheim, son of the late king, obtained possession of the car last December and put it at a raffle in Seattle. The raffle was followed by such a series of misadventures that purchasers of the car were reimbursed by Daniel Guggenheim, the son of the late king. The car was sold by Daniel Guggenheim to Frank Flanagan, a local mobile agent, as part payment on a car. By him it was transferred to Fraley. Daniel Guggenheim then a reinvested early this month, the car involving a repudiation of the car of his son, Robert.

This machine held the track at Boise, Ida., for over a year and last August, when Frank Flanagan, Lake, driving the Thomas Vandenberg car, established a new record on the mile course.

TAXI COMPANY RECEIVES ATTRACTIVE NEW CABS

The Taxicab Service company past week received three of the attractive cabs ever shown in the city. With their bright green bodies, maroon running gears, the car makes a decided hit with admirers. With things in the motor line, cabs are manufactured by the Taxicab Service company of St. Louis. Within three months the taxicab company expects the delivery of more vehicles of the same make.

The new cabs are equipped with powerful searchlights. They are lighted and elegantly upholstered. All the little details that go so long way in making a taxi enjoyable are carefully looked after in the construction of these vehicles.

About the 1st of March the Taxicab Service company will be located in new quarters in the Crane building, East First South street. The mobile concern will occupy all floors of the plant with its repair and general garage business.

Crane building will give the taxicab company the largest floor space of automobile concern in the city.

SALT LAKE AUTOMOBILE SCHOOL

INSTRUCTION BY CORRESPONDENCE.

NEIL P. NOHR

Late road expert. E. E. Taylor Motor Co., Buffalo, N. Y. Instructor.

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Police Want Comfort as Well as Speed

The Flying Merkel

No bumps. No shakes. No jars. No jolts. This is because "THE FLYING MERKEL" is "the only motorcycle with a spring frame and spring fork." When you ride for PLEASURE and COMFORT, ride the speedy and powerful "Flying Merkel." 'Tis the machine for you.

1911 Models Ready For Delivery Now

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The car with the famous engine. Styles: Roadster, Suburban, Touring, Torpedo, Limousine. Demonstrations given.

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"SHARMAN GUARANTEES THEM"

"Stoddard-20" 1911 Model M 5-Passenger Touring Car \$1275

Wheelbase 112 inches; tires 32x3 1/2 (4-inch tires if desired, extra); cylinders 4x4 1/2; dual ignition system, including Splitdorf magneto; Stromberg carburetor; roller-rail; 3 oil and 2 gas lamps, generator, horns, jack, tools and tire repair outfit; (top extra) f. o. b. Dayton \$1275.

Mr. Automobile Buyer

After a careful examination of all cars of all makes placed before the public for the season of 1911, we honestly believe there is more value in the "Stoddard 20" than any other automobile offered for your consideration. In appearance it is not excelled by most machines selling from \$2500 to \$3000. It is built strictly along the most up-to-date lines seen in the best makes of 1911 cars. Its workmanship and material are Stoddard through and through. Stoddards are the cars with the reputation, especially here in Salt Lake, where they are the best known cars in daily use. This car is now on exhibition at our sales rooms. Call or phone for demonstration.

Sharman Automobile Co. 162-164-166 E. First South

"SHARMAN GUARANTEES THEM"